

HISTORY OF CHINESE PEOPLE AND CHINESE RESTAURANTS IN TIJUANA

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Chinese immigrants to Tijuana, Mexico helped to develop the city. Reasons for the popularity of the abundant Chinese restaurants in Tijuana are unknown. The focus of this study was to describe characteristics of Tijuana's Chinese restaurants. The owner/managers of Chinese restaurants [N=6], categorized as "To go", Medium, and Fine, completed a questionnaire, while fifteen patrons from each restaurant [N = 90 subjects] answered another survey. Results showed that: 1] Cantonese style Chicken was the most frequently ordered item, regardless of restaurant type; 2] soy sauce and chile güerito were the main condiments used; and 3] the physical location of restaurants, Chinese culture and tradition, and taste of cuisine were the major reasons for popularity of Chinese food in Tijuana.